



JOB TITLE: Sales Manager

REPORTS TO: Vice President of Sales

SUPERVISES: No

DEPARTMENT: Sales

FLSA STATUS: Exempt

ABOUT EXPLORE ASHEVILLE: Our team helps to create and sustain a vibrant tourism economy by attracting overnight visitors and expanding the customer base for local businesses. We work on behalf of the Buncombe County Tourism Development Authority (BCTDA) to support local tourism partners including attractions, lodging, food and beverage, retail, recreation and the arts.

Nestled in the highest mountains in the East, Asheville is a hip, artsy destination with Southern flare and a welcoming nature. A vibrant, eclectic downtown featuring art galleries, farm-to-table and independent restaurants and a thriving music scene beckons visitors and residents. America’s favorite scenic byway, the Blue Ridge Parkway winds its way through Asheville to Mount Mitchell. Biltmore Estate, America’s largest home is located here. With surprises around every corner – from a spontaneous drum circle, avant-garde theater, brew pubs, chocolate lounges, art that inspires the soul, to lush mountain peaks with biking trails, hikes, zip lines and whitewater, Asheville is a destination with a style and rhythm all its own.

With over three decades of focused promotion, Asheville has become a top destination for travel, named one of Travel + Leisure’s “Top 50 Best Places to Travel in 2020” and Lonely Planet’s 2017 “#1 Best in the US Destination” designation, among many accolades. Explore Asheville promotes the destination through out-of-market advertising and other marketing, public relations and sales initiatives, resulting in approximately 3.9 million overnight visitors each year and a tourism economy that generates \$3 billion of annual economic activity in Buncombe County. The success of the tourism sector has been a big part of the economic vitality of Asheville, fostering new businesses of all kinds — including many new hotels that will generate additional customers, jobs, and millions of dollars of property and sales taxes.

We value teamwork, excellence and camaraderie. Qualified candidates are invited to apply to join our accomplished and dedicated team.

PRIMARY FUNCTION/JOB SUMMARY

Successfully position and sell Asheville, North Carolina as a premier convention and meeting destination to planners. The Sales Manager will maximize revenues for meeting properties located in Asheville through direct sales, marketing and designated activities specific to meeting and convention and corporate accounts headquartered in the Chicago, DC and Atlanta areas. Success is measured through meeting established room night and contact goals and increasing the customer base in the regions assigned. The Sales Manager will facilitate execution of sales plans specific to the identified regions and work directly with partners to meet market goals.

BACKGROUND:

Explore Asheville Convention & Visitor's Bureau (EACVB) is the primary destination marketing organization for the Asheville area. Explore Asheville promotes the destination through out-of-market advertising and sales initiatives. Approximately 3.9 million overnight visitors travel to Buncombe County annually for leisure and meeting purposes.

RESPONSIBILITIES:

- Develop regional and national corporate and meeting/convention accounts located in the identified areas/regions.
- Develop and manage an effective sales plan to meet established market goals.
- Expand the base of qualified buyers through new business development and account qualification.
- Demonstrable ability to develop an accurate budget around the sales plan.
- Accurately manage data in the Simpleview CRM database using standard operating procedures. This includes account maintenance, trace input, recording meeting profiles and history and producing and distributing sales leads.
- Prepare creative, high quality bid proposals and presentations to secure group business.
- Develop and maintain effective working relationships with accommodation, attraction and service partners for the purpose of maximizing selling opportunities.
- Responsible for key sales initiatives including regular sales calls, travel to the areas, industry and trade marketplaces, sales mission, client events and inbound hosting of site visits.
- Work closely with vice president of sales to identify new opportunities and develop strategies/tactics to increase sales originating from the assigned areas.

QUALIFICATIONS (EDUCATION & EXPERIENCE):

- College degree required
- Two years demonstrable experience in a meeting and convention sales setting
- Commitment to delivering measurable results and achieving established goals
- Ability to tie strategies and tactics to demonstrable results

- Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills
- Must be a self-starting, team player
- Demonstrable ability to manage multiple priorities
- Dynamic, outgoing and positive personality
- Able to establish and maintain strong working relationships with meeting planners, industry partners and the general public
- Valid driver's license and access to a car
- Must be willing and able to work outside the normal 8:30 – 5:00 workday hours and on weekends, as travel, events and other aspects of the job dictate

TECHNICAL KNOWLEDGE:

- Strong computer skills
- Proficiency with Microsoft Office including Word, Excel and PowerPoint
- Familiarity with Simpleview CRM or comparable system a must
- Excellent customer service skills
- Strong written and verbal communication skills

COMPLEXITY OF DUTIES:

Candidate must be a proven self-starter and able to prioritize, manage multiple projects and meet established goals. Computer skills and utilization of technology is required.

SUPERVISION RECEIVED:

This position works in the Group Sales & Services area of Explore Asheville. The position reports directly to the Vice President of Sales. While responsible for individual goals, the position works in a collaborative team environment to achieve shared departmental goals and objectives.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the group sales and services department. Attention to detail is imperative. The expectation is to self-proof for accuracy, clarity and quality of all documents/correspondence produced.

CONTACT WITH OTHERS:

The position will have ongoing contact with meeting and convention planners, industry partners and the community at large plus regular, personal interaction with an internal 28-person staff large. Required attributes include professionalism, quick-thinking, diplomacy, and a responsive and positive attitude.

PROPRIETARY & PUBLIC RECORDS:

This position has access to management discussions, interdepartmental correspondence and database information considered confidential. The position will be held to the highest level of confidentiality. The BCTDA is a public authority. Employees

of Explore Asheville are subject to public records requirements, including the public disclosure of compensation.

TRAVEL:

Monthly travel for conferences, trade shows, client meetings and other job-related purposes is expected for this position. Candidate must have a valid driver's license and own or have access to an automobile for local and regional trips.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. The position is subject to frequent interruptions which require varied responses. While performing the duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. The position requires visual acuity, manual dexterity and good eye/hand/foot coordination, bending, lifting, and carrying of sales materials and literature and displays weighing up to 40 pounds.

Submit your application via email to Glenn Cox at gcox@ExploreAsheville.com with the subject line "Sales Manager – Explore Asheville CVB".

***IMPORTANT:* Be sure to include the following two attachments: 1) A current Resume and 2) A Cover Letter. No phone calls or drop-ins.**